

25<sup>th</sup> February 2014

Synety Group plc  
("Synety" or "the Company")

**Peninsula Business Services selects SYNETY to provide integrated telephony services**

SYNETY Group Plc (AIM: SNTY), a leading cloud-based software and communications business, today announces that it has secured a significant new customer win with Peninsula Business Services.

Peninsula are the leading provider of employment law and health & safety services in the UK. With headquarters based in Manchester, they employ over 1,000 people and represent over 27,000 businesses that use Peninsula as part of their HR and health and safety functions.

The contract is to provide SYNETY's CloudCall software solution to a limited number of Peninsula staff and is expected to be worth approximately £100,000 per annum depending upon actual telephony spend. Conversations are also ongoing to explore the possibility of rolling out CloudCall to additional members of staff across their organisation.

Simon Cleaver, Executive Chairman of SYNETY Group Plc, commented:

"I am delighted to announce that SYNETY was selected to provide integrated telecommunications services for one of the UK's leading business services organisations.

We are delighted to be working with Peninsula and are excited about the possibility of rolling out CloudCall to some of their additional sites.

Alongside providing CloudCall for Peninsula's internal use, we are in very early stage discussions examining the possibility of integrating CloudCall with Peninsula's HR-Online Cloud based HR Management Software"

**For additional information:**

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## **About SYNETY**

SYNETY is a leading cloud-based software and communications business based in Leicester, United Kingdom.

The Company develops and provides a suite of cloud-based software products and services known as CloudCall which are aimed at enabling organisations to use their communications more effectively. The CloudCall suite of products allows companies to fully integrate their telephony systems into their existing software, enabling calls to be made, recorded, logged, categorised and detailed reports easily generated.

SYNETY's capacity to offer a streamlined integration with third-party CRM software makes it one of the most integrated telephony platforms in the world.

Since 2011 SYNETY has grown rapidly, seeing considerable increases in both the number of end users and in the number of CRM companies integrated with its software.

For additional information about SYNETY please visit [www.synety.com](http://www.synety.com)